NEWEST STAR FROM KODAK

May 1970

"X-90" -new most automatic automatic

Photo. Cat Box 290 LIB.

Does practically everything for you automatically -around home, around town, and around the world.

KODAK INSTAMATIC® X-90 Camera for new MAGICUBE, Type X, flash

THE AUTOMATIC AUTOMATIC

Many cameras claim to be automatic. Now meet the one that really is.

- **At home**—it's always ready to snap anything you want to keep—**automatically**—by available light or with a Magicube.
- **Around town**—it has the lens speed and shutter speed to capture all the activities you want to picture—sports, parades, local events—**automatically.**
- **On travel and vacations**—it's the surefooted, sweet-tempered travel companion that eliminates guesswork and lost time. Takes you there and brings it all home—**automatically.**
- It loads instantly. Just drop the film cartridge in.
- Its automatic film setting adjusts for film speed after you drop in the cartridge and close the camera.
- It advances the film automatically—gives you 20 shots with one winding of a concealed spring motor, and keeps you ready for the next shot.
- Its sensitive CdS electric eye sets correct exposure automatically for your daylight shots.
- Its precise, coupled rangefinder gives you quick, accurate focusing for sharp shots without guesswork.
- It uses the new no-battery Magicubes; they pop on easily and rotate automatically for each flash picture.
- Its automatic illuminated signals tell you when flash is needed and when the Magicube is in shooting position and ready.
- Its automatic flash control adjusts for correct flash exposure as you focus.
- Its superb, sharp, ultra-fast *f*/2.8 KODAK EKTAR Lens, "B" setting for long exposures, and fast-action shutter to 1/250 second handle a wide range of subjects.
- Add up the features—and they make the "X-90" the most complete automatic you can buy.

Let's examine this camera with automatic dependability built in

GO SMOOTH AND EASY WITH THE MOST AUTOMATIC AUTOMATIC, THE NEW "X-90"

Automatic loading. Drop film in. No threading. No rewinding. No lost time. No lost pictures. Smooth.

Automatic film-framing. Winds automatically to correct position. Use film numbers only to see which frame you're on. Smooth.

Automatic flash-ready. Pop on a Magicube. Take four pictures without touching a bulb. Advances automatically. Smooth and easy.

Automatic steadiness. Firm-grip body. And big shutter release placed right for comfort and steady shots. No blurs. No fuzzy fjords or shaky sierras. Easy.

Automatic exposure. Most automatic of the INSTAMATIC "X" Cameras. Sets itself automatically for film speed, light, shutter speed. Leave your meter, slide-rule, and exposure problems at home. Easy.

Automatic convenience. Neck strap for easy carrying. Ready to go wherever you go. Smooth.

Automatic signals. Light up in dim light to tell you "Use flash" and "Bad bulb." No underexposures. Smooth.

Automatic information. Tells you what film is in the camera, and how many shots you have left before you stop to reload.

Automatic safety. Instant battery check. Green light says "go." No guessing. No flubs. Smooth.

Automatic wind-off after the last shot. Drop out the cartridge, drop in a fresh one—instantly. Smooth.

Automatic sharpness. No focus guessing. Rangefinder tells you. And quick zone-settings too, for grab-shot speed. Easy.

Automatic completeness. Everything in one neat travel package. No bag of accessories to screw on or plug in, or go off and forget. Smooth.

Automatic capability. KODAK EKTAR *f*/2.8 Lens. Super-sharp. Fast, for dim light and action. Sets automatically for the light. And it's fixed on—so you don't lose it in your travels.

Automatic film advance. Always ready for the next shot. Zips ahead after each exposure—instantly. Wind up for a 20-shot roll—and that's it. Forget thumb-flicking or knob-twisting as you travel. Easy.

Automatic action-stopping. Shutter goes up to 1/250. Keeps it all, sharp and clear. Adjusts automatically if light goes dim. Safe, sure, ready for anything.

Automatic flash exposure. Pop on a Magicube, and exposure sets itself as you focus the lens. Smooth.

Automatic freedom. Takes a load off your mind. Lets you concentrate on the subject, not on camera settings. Smooth.

Automatic safety. Takes care of exposure in bright light or dim, wherever you roam. And sets flash exposure too. Smooth.

Automatic choice. Takes all cartridge films ASA 64 to 800, negative or color slide—and sets itself for the film speed. Smooth.

Automatic ability—for action subjects, adverse light, flash, quick grab shots, rapid story-telling sequences, every need. Easy.

Automatic pleasure. Gives you smooth and easy shooting wherever you go—around the block or around the whole wide world.

Here's how the KODAK INSTAMATIC X-90 Camera makes everything sure and convenient for you

- **Automatically** loads without threading or fumbling. You just drop film in.
- **Automatically** shows which film you're using.
- **Automatically** adjusts for film speed when you load the camera.
- **Automatically** advances film for you after each exposure and positions each frame.
- **Automatically** shows how many shots you have taken.
- **Automatically** winds off trailer after you complete your shooting.
- **Automatically** gives you picture-taking safety by preventing double exposures.
- **Automatically** adjusts ultra-sharp, ultra-fast *f*/2.8 KODAK EKTAR Lens for proper exposure in existing light.
- **Automatically** slows down the shutter when the light is too dim for the shutter speed you selected.
- **Automatically** warns you when flash is needed for correct exposure and indicates when Magicube is in position.
- **Automatically** switches to flash speed when you pop on a Magicube.
- **Automatically** gives you four flash shots—quickly and efficiently—without changing bulbs.
- **Automatically** sets correct flash exposure as you focus.
- **Automatically** compensates for daylight when using flash outdoors.
- **Automatically** returns to electric-eye exposure control for daylight shots when you pop off Magicube.
- **Automatically** indicates quickly and precisely by rangefinder when your focus is correct.

YOU GET MORE PICTURES, BETTER PICTURES, EASIER PICTURES, WHEN YOU GO WITH THE "X-90"

OTHER KODAK INSTAMATIC "X" CAMERAS

The X-15. Smart, light, compact, easy to carry. Takes beautiful color snapshots, color slides, and black-and-white snaps. No settings—drop in film, aim and shoot. Gets sharp, clear pictures from 4 feet on. Easy thumb-lever film advance; bright, easy-to-use viewfinder.

The X-25. Automatic spring-wound film advance—always keeps you ready for the next shot. No need to wind after each picture. Ideal for snaps of children and other fast-changing subjects. Gets beautiful color snaps, slides, and black-and-whites. No settings—aim and shoot. Sharp, clear pictures from 4 feet on.

The X-35. Automatic electric eye sets exposure for you. Sharp color-corrected f/8 lens gives extra picture-taking ability, both on bright and dull days, and late in the day. Special close-up setting, for snaps as close as 2 feet; snaps back automatically to normal distance setting after you shoot. Gets beautiful snaps and slides. Signal tells you when to use flash—no lost pictures.

The X-45. Automatic film advance, automatic electric eye, automatic use-flash signal—and 2-foot close-up setting that snaps back to normal automatically! Sharp color-corrected f/8 lens for beautiful snaps and slides. This "more for your money" camera combines all the advantages of the X-15, X-25, and X-35—gives you expanded picture-taking ability and accuracy on bright days and dull days, and indoors.

All these fine cameras use the Magicube, Type X, for flash; and all come in handsome gift outfits. See them soon.

CRYSTAL PLAZA CAMERA SHOP

2041 Crystal Plaza Drive
Crystal City, Arlington, Va. 22202
Phone 521-5544

A3-860 KODAK, INSTAMATIC, and EKTAR are trademarks. 5-70 PRINTED IN U.S.A.